



**ncGreenPower**

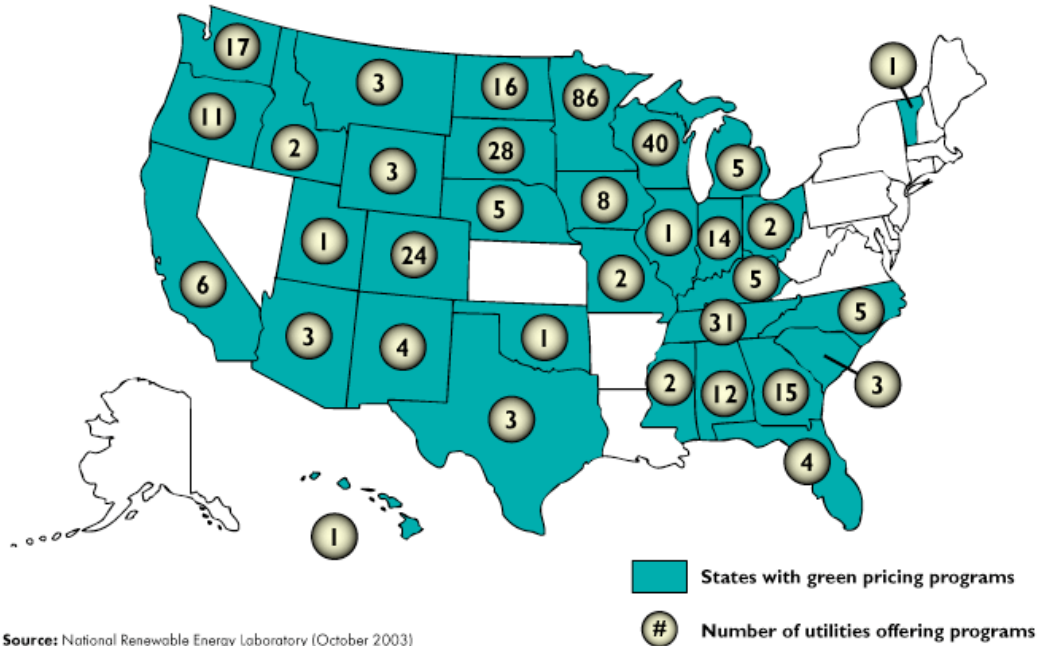
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A  
Cleaner Future



# Green Power Across the Nation

## Utility Green Pricing Activities



Source: National Renewable Energy Laboratory (October 2003)

## Renewable Energy in NC

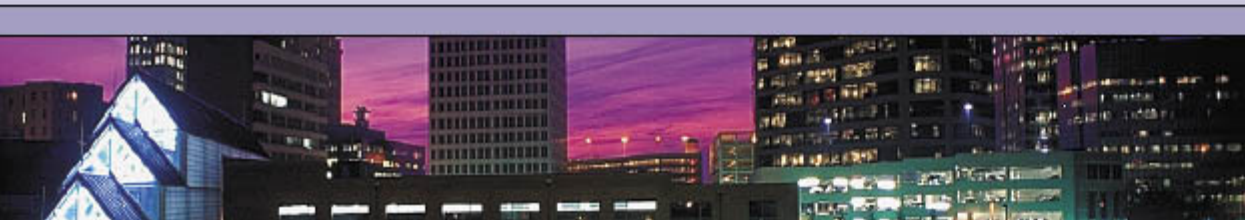
Activities include multiple renewable energy producers, partnered with investor owned utilities, electric membership cooperatives and municipalities across North Carolina.



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# First of its Kind in the US

- Involves investor-owned, municipal and rural electric cooperative utilities in North Carolina in statewide brand
- Voluntary and tax-deductible
- Electricity generated from renewable sources by independent power producers
- Energy Produced in North Carolina for North Carolinians

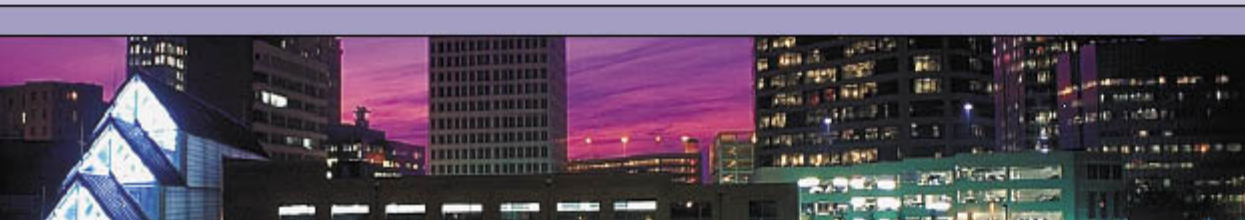


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# Stakeholders

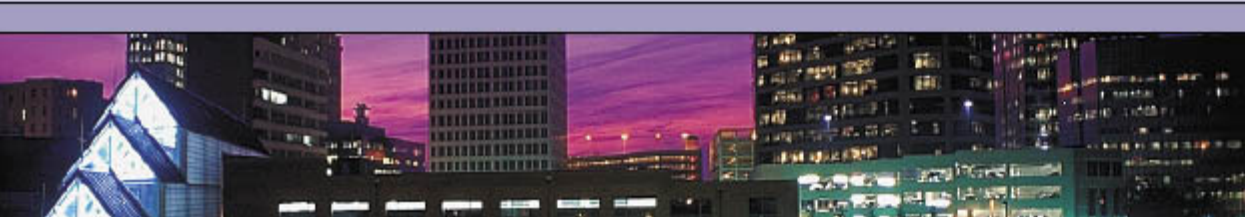
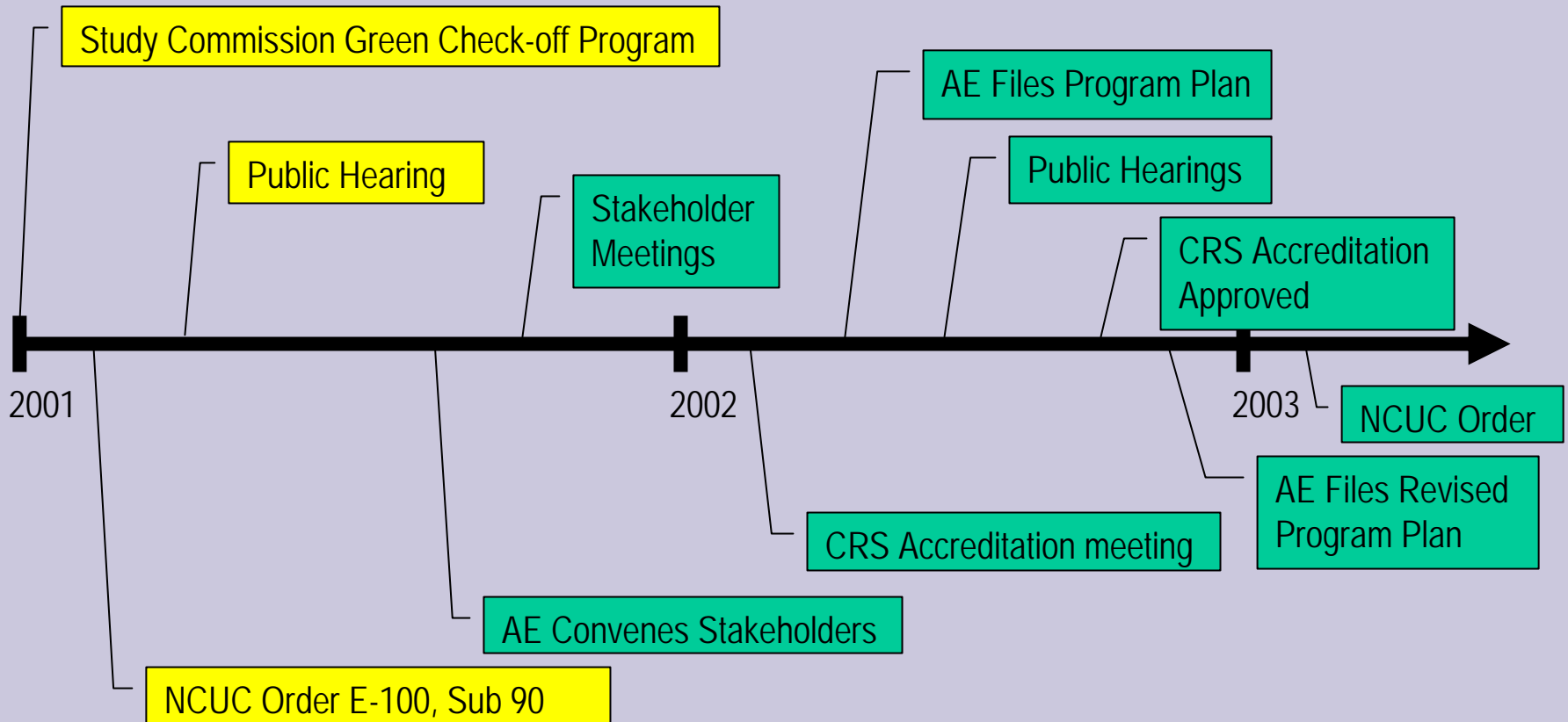
- State Energy Office
- Investor-owned utilities
- Electric cooperatives
- Municipalities
- Public interest groups
- Suppliers (green power generators)
- Regulators
- Consultants



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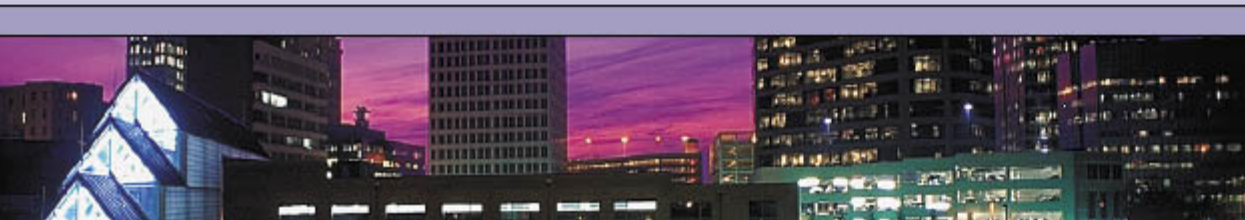
# Timeline





# One Common Goal

Protecting the environment by encouraging the development of renewable energy resources through consumers' voluntary participation in the purchase of green power.



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# Objectives

- Improve quality of environment and public health.
- Increase amount of generation from cleaner renewable resources
- Create economic and technological benefits through investment in renewable generation

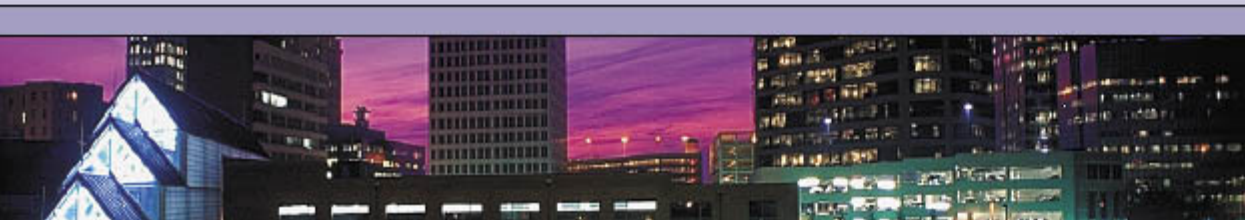
ENERGY • ENVIRONMENT • ECONOMY



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# The Program

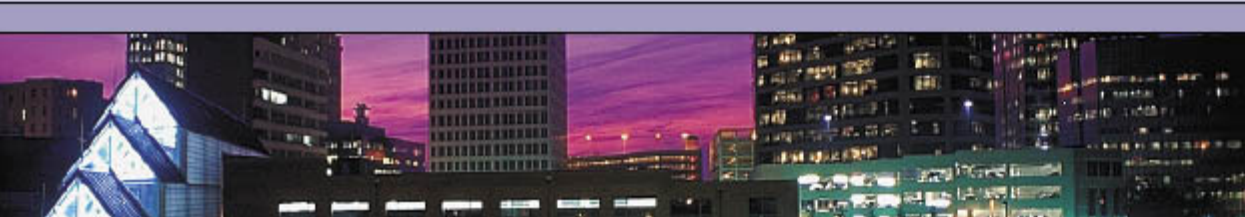
- Contributions will subsidize the generation of renewable energy directly from green power producers in North Carolina.
- All monies collected by the utilities will be forwarded in their entirety to NC GreenPower.
- NC GreenPower will, in turn, use the funds to cover the higher costs of adding renewable energy to North Carolina's electrical grid.





# NC GreenPower Options

- Residential/Small Business
  - Designed for residential customers and small businesses
  - \$4 per block of 100 kWh
  - Minimum = One block, or \$4 per month
- Large Business
  - Designed for large-scale industrial and commercial customers
  - \$2.50 per block of 100 kWh
  - Minimum = 100 blocks, or \$250 per month



## NC GreenPower Participants



100 kWh electricity

\$4 per  
100 kWh

## Renewable Generators

- Solar, wind, biomass

## NC Utilities

- Sign up customers
- Billing and collection

## How NC GreenPower Works

### NC GreenPower

- Contracts with generators
- Marketing
- Administration

\$3

\$4

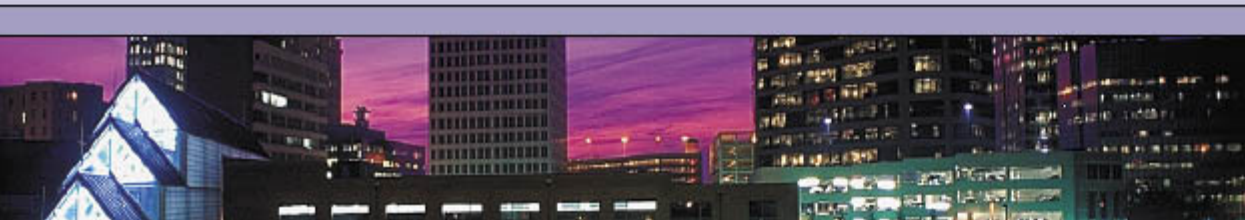
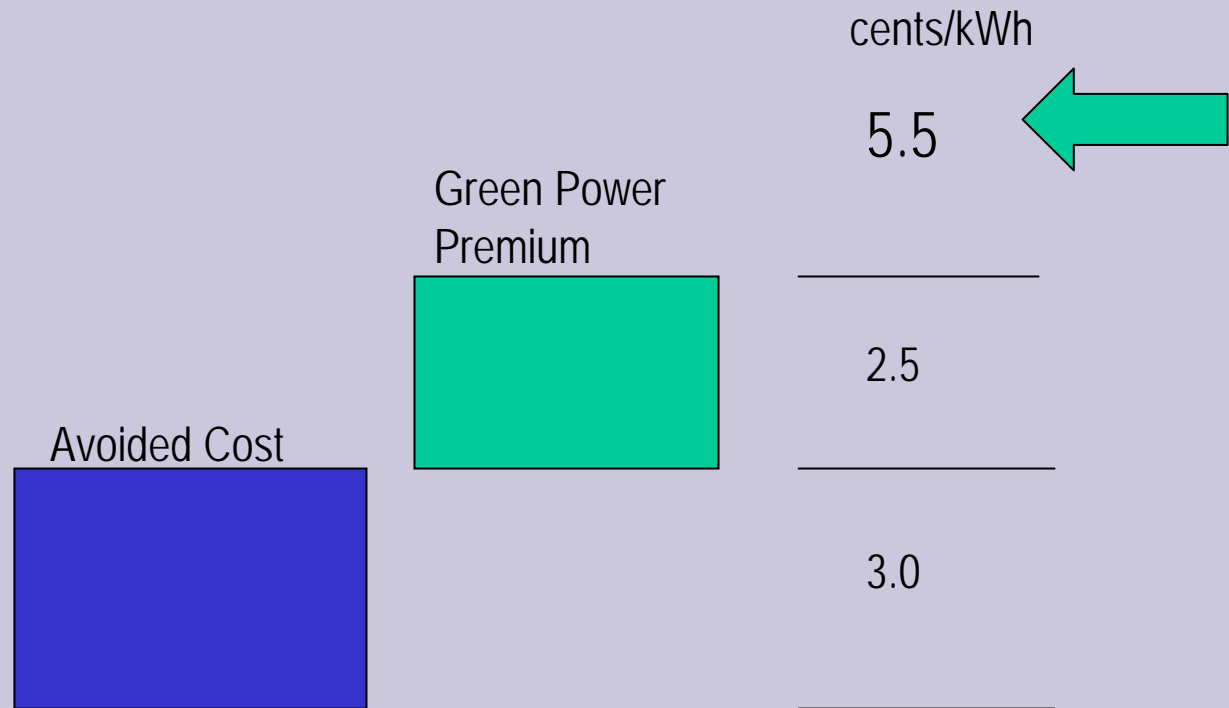


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# Revenue to Generators

(an example)





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